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Asian luxury hotelier franchise business models: Success factors and challenges in global expansion

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Abstract

This research study examines franchise business models in the Asian luxury hotel sector, focusing on their success factors and challenges during global expansion. It contextualizes the discussion within the region's economic growth, cultural diversity, and rising demand for luxury hospitality. By employing a mixed-method research design, the study evaluates strategies used by hotel brands to adapt to diverse markets, such as leveraging local knowledge and maintaining brand consistency. Challenges like regulatory complexities, cultural differences, and talent acquisition are explored. The research integrates frameworks like agency theory and service-dominant logic to understand the dynamics of franchisor-franchisee relationships. Findings highlight the importance of operational excellence, marketing strategies, and cultural adaptability in achieving success. The study also identifies the role of digitalization and consumer engagement in transforming franchising strategies. Offering practical recommendations for hoteliers, policymakers, and investors, this research contributes to both academic literature and industry practice, addressing gaps in understanding the interplay of franchise models and market dynamics in Asia's luxury hospitality landscape.

1. Introduction

The hotel sector on a global scale has experienced significant expansion throughout time, with a notable emphasis on luxury hospitality in the Asian region. Asian nations have experienced a notable increase in tourism, business-related travel, and the emergence of a burgeoning middle class accompanied by a rise in disposable money. The presence of these features, in conjunction with the appeal of Asian culture, food, and distinctive travel opportunities, has contributed to the flourishing and fiercely competitive nature of the Asian hotel sector. The utilization of franchise business models has become a key strategic approach for hotel expansion, enabling existing hotel brands to go into new regions, mitigate financial risks, and leverage local expertise and resources. The employment of franchise business models in the luxury hotel sector has become increasingly important in the Asian setting, as global hotel chains aim to capitalize on the region's economic growth and tourism potential. This holds particular significance in light of the region's varied marketplaces, encompassing well-established centers such as Tokyo and Singapore, as well as rising markets in Southeast Asia and India.

The Asian luxury hotel industry presents a unique setting in which global hotel companies are modifying their operational strategies to accommodate indigenous tastes, cultural subtleties, and market requirements. It is imperative for those involved in the domains of hospitality management, franchising, and international business, including practitioners and scholars, to possess a comprehensive comprehension of the intricacies inherent in franchise business models within this particular setting. This research study explores the complex correlation between franchise business models and the Asian luxury hotel market. This study aims to examine the primary elements contributing to success

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and the obstacles encountered when expanding globally through the franchising model within a dynamic and diversified market. This study seeks to enhance the existing knowledge on franchising procedures by analyzing the Asian luxury hotel business. Its objective is to offer significant insights to hoteliers, investors, policymakers, and scholars.

1.1. Rationale for the Study

The Asian region has witnessed a remarkable surge in economic growth, resulting in a consequential rise in disposable income and an upswing in the consumption of luxury goods. This paper aims to explore the factors contributing to the robust economic growth in Asia and its subsequent impact on the levels of disposable income and luxury consumption. The Asian economies have been experiencing a period of substantial economic growth, characterized by a sustained increase in their gross domestic product (GDP) and overall economic output. This growth can be attributed to a multitude of factors, including favorable government policies, technological advancements, and increased foreign direct investment. These factors have collectively contributed to the expansion of industries and sectors, leading to a surge in employment opportunities and subsequently higher levels of disposable income for individuals. The rise in disposable income has played a pivotal role in shaping consumer behavior, particularly in the The aforementioned expansion has garnered the attention of international luxury hotel companies, hence prompting an inquiry into their respective plans for growth.

Asia is characterized by a significant degree of cultural and market diversity. Luxury hotels employing franchise business models are required to adjust their operations in accordance with the distinctive attributes of individual markets. It is vital to comprehend the manner in which individuals traverse this variance. The competitive landscape of the luxury hotel industry is characterized by intense competition, both on a global scale and specifically within the Asian market. The identification and understanding of success factors and problems within franchise business models have the potential to confer a competitive advantage and facilitate the cultivation of innovation. The current body of literature on franchising and the hotel business lacks comprehensive study specifically dedicated to the Asian luxury hotel sector. The objective of this study is to address this research gap. The results of this study have practical implications for luxury hotel brands, franchisees, and policymakers who aim to support and regulate the worldwide expansion in the Asian market. This study aims to enhance the understanding of the elements that contribute to the success and obstacles faced by franchise business models within the Asian luxury hotel industry. By doing so, it seeks to contribute to the existing body of knowledge in these areas and provide insights that can be applied in practice within the broader global hospitality industry. The objective of this study is to provide insights into the intricate dynamics of franchise strategies in the region and offer recommendations for future initiatives in this ever-changing market environment.

1.2. The Purpose and Objectives of the Study

The main objective of this research study is to conduct a comprehensive examination of franchise business models in the Asian luxury hotel sector, with a particular emphasis on the reasons contributing to their success and the obstacles they face while expanding globally. The aforementioned objectives have been set in order to achieve this purpose:

- The aim of this study is to examine the primary characteristics that lead to successful implementation of franchising business models by luxury hotel brands in the Asian market.
- The objective of this study is to examine and assess the primary obstacles encountered by luxury hotel operators who adopt franchise business models as they pursue worldwide expansion in the Asian market.
- The objective of this study is to examine the strategies employed by luxury hotel brands in modifying their franchise business models to effectively address the unique cultural and market attributes present in different Asian nations.
- The objective of this study is to offer practical suggestions and valuable insights for luxury hoteliers, prospective franchisees, investors, and policymakers in order to effectively navigate and enhance franchise business models within the Asian luxury hotel sector.

1.3. Research Questions

- What are the key determinants of success for luxury hotelier franchise business models in the Asian market during the process of global expansion?
- What are the main obstacles encountered by luxury hotel brands employing franchise business models while pursuing worldwide expansion in the Asian market?
- In what ways do luxury hotel companies modify their franchise business models to effectively address the cultural and market variations prevalent in diverse Asian countries?

- Given the results obtained, it is vital to offer practical suggestions for luxury hoteliers, prospective franchisees, investors, and policymakers who are engaged in the worldwide expansion of the Asian luxury hotel business via the franchising model.

2. Literature Review

2.1. The Conceptualization of Franchise Business Models

In the luxury hotel industry, franchise business models pertain to a contractual agreement between a well-established hotel brand, known as the franchisor, and an autonomous operator, referred to as the franchisee. The franchisor bestows upon the franchisee the privileges to manage a hotel under its brand, adhering to its established norms and methodologies. As a reciprocal arrangement, the franchisee is obligated to remit fees or royalties and comply with the operational rules set forth by the franchisor. This collaborative alliance facilitates the duplication of a prosperous business framework while allocating the accompanying risks and obligations among the participating entities (Czinkota et al., 2014).

2.2. The Historical Development of Franchising in the Hospitality Industry

The origins of franchising in the hospitality sector may be traced back to the early 1900s, during which hotel proprietors commenced issuing licenses to autonomous operators, enabling them to utilize their brand and leverage established reputations (Hanks, 2011). Over the course of time, the practice of franchising has seen significant development, becoming as a widely adopted approach for fostering expansion within the hotel sector. The phenomenon experienced significant momentum in the period following World War II and maintained a continuous trajectory of worldwide growth. The acceleration of expansion in the Asian context can be attributed to the region's rising economic power and attractiveness as a tourist destination, which has led to the influx of international luxury hotel brands.

2.3. Constituents and Constituents of Franchise Business Models in the Hospitality Industry

The hotel sector encompasses franchise business models that comprise many essential aspects and components. The aforementioned elements encompass the franchisor's brand, standards, and operating processes, which the franchisee consents to embrace and uphold. The franchise agreement commonly delineates the various aspects of the relationship, encompassing financial obligations such as fees and royalty payments, as well as provisions for assistance and training. According to Walls et al. (2018), the implementation of standardized quality control measures and marketing support plays a crucial role in maintaining brand consistency and establishing a strong market presence.

The efficacy of luxury hotelier franchise business models in Asia is contingent upon a sophisticated interplay of these factors and the capacity to tailor them to the multifaceted and ever-changing markets in the area. The subsequent segments of this literature review provide a more comprehensive analysis of the theoretical underpinnings and empirical investigations that elucidate the essential determinants of success and the distinctive obstacles encountered by luxury hotels operating within franchise business models in the Asian context.

2.4. The Theoretical Framework

2.4.1. Theories of Franchising

The business model of franchising has been the subject of substantial scholarly research from multiple theoretical perspectives. The framework of agency theory holds significance in the context of franchise partnerships (Holmström, 1979). The argument suggests that franchise agreements effectively address agency issues by establishing a mutual alignment of interests between the franchisor and franchisee through contractual arrangements and monitoring procedures. This theoretical framework facilitates the comprehension of the various functions, motivations, and cognitive processes involved in the dynamics of luxury hotelier franchise partnerships.

Transaction cost economics (TCE) offers valuable insights into the underlying reasons behind organizations' decisions to adopt franchise business models. According to TCE, the recommendation for enterprises is to use franchising as an organizational form when it results in lower transaction costs compared to other alternatives (Williamson, 1975). Within the realm of the luxury hotel industry, this particular framework can be employed to assess the efficacy and cost-efficiency associated with the utilization of franchise business models for the purpose of expanding into varied markets, including those situated in Asia.

2.4.2. Theoretical Frameworks in Hospitality Management

The role of franchising in luxury hotels is examined through the lens of service-dominant logic (SDL) in the field of hospitality management (Vargo & Lusch, 2004). The concept of Service-Dominant Logic (SDL) places significant emphasis on the collaborative process of value creation, which occurs through the interactions and engagements between service providers and customers. Within the realm of luxury hotels, franchise business models play a crucial role in enabling the dissemination of service concepts and brand values across international boundaries, hence augmenting the collaborative production of opulent experiences with patrons. Additionally, the application of the resource-based view (RBV) theory in the field of hospitality management is also pertinent in this context. The Resource-Based View (RBV) theory argues that a firm's competitive advantage is derived from its distinct resources and capabilities (Barney, 1991). The brand, intellectual property, and operational knowledge of the franchisor are regarded as key assets within the business models of luxury hotelier franchises. This theory can provide insight into the strategies employed by luxury hotels in utilizing their resources to establish and maintain a competitive edge during their expansion efforts in the Asian market.

2.4.3. Application to the Luxury Hotel Industry in Asia This section explores the potential application of the discussed concepts and strategies to the luxury hotel industry in the Asian region.

Theoretical frameworks, which are grounded on fundamental business principles, possess direct applicability to the luxury hotel industry in the Asian context. The application of agency theory can provide insight into the dynamics of power and contractual arrangements between luxury hotel franchisors and franchisees in a given location. This is particularly relevant in cases where cultural and market disparities may introduce complexities into the governance frameworks. The application of transaction cost economics can provide a framework for evaluating the effectiveness of franchising as a strategy for navigating the intricate and heterogeneous Asian marketplaces.

In the realm of luxury hotels, the concept of service-dominant logic emphasizes the significant importance of franchising business models in ensuring the consistent delivery of exceptional service experiences throughout culturally different Asian regions. The application of the resource-based view theory offers valuable perspectives on the strategic methods employed by luxury hotel franchisors in Asia's luxury hotel industry to effectively utilize their brand recognition, intellectual property, and organizational capabilities in order to sustain a competitive advantage.

The section presents a theoretical framework that establishes the basis for comprehending the intricacies of luxury hotelier franchising business models in Asia. This framework provides guidance for investigating the elements contributing to success and the obstacles encountered within this distinct setting. The following sections of this literature review provide a more in-depth analysis of empirical research and practical observations that apply these theoretical viewpoints to real-world situations within the Asian luxury hotel business.

2.5. The Phenomenon of Franchising within the Asian Luxury Hotel Sector

The expansion tactics of the Asian luxury hotel industry are currently undergoing a significant upheaval, with franchising business models playing a crucial role in this dynamic shift. Luxury hotel brands acknowledge the significant potential presented by the expanding middle class in Asia and the increasing number of both corporate and recreational visitors. Prominent multinational hotel corporations, including Marriott International and Accor, have implemented franchising methods as a means of penetrating and capitalizing on this highly profitable market segment (Marriott International, 2022; Accor, 2022). These tactics not only facilitate quick expansion but also facilitate effective navigation of the varied markets within the area.

The distinct attributes of the Asian luxury hotel industry exert a substantial impact on the formulation and implementation of franchising strategies. The cultural diversity present in Asia necessitates that luxury hotels modify and customize their services in order to align with local preferences, all while maintaining their brand standards (Deloitte, 2021). Moreover, the presence of fragmented ownership arrangements and disparate levels of economic growth throughout Asian countries presents unique problems and potential for luxury hotelier franchise business models. In order to achieve successful expansion through franchising, it is imperative to possess a profound comprehension of the intricate nature of the Asian market inside this ever-evolving business landscape.

2.6. Factors Contributing to Success and Obstacles Encountered in the Franchising of Luxury Hotels

Numerous scholarly studies and literary works have shed light on various elements contributing to success as well as obstacles encountered within the business models of luxury hotelier franchises. The key determinants of success frequently center on the preservation of brand coherence, the attainment of operational superiority, and the

implementation of efficacious marketing tactics (Song & Lee, 2020). These approaches enable the acquisition of local market knowledge and resources, hence permitting a more seamless entry into the market. The challenges that may arise include the need to adapt to various cultural preferences, providing a constant level of quality control, and effectively managing the relationship between the franchisor and franchisee (Sasser et al., 2018). It is worth noting that the Asian setting has distinct problems, including language hurdles, legislative complications, and variances in client expectations around the area.

The global expansion of the Asian luxury hotel business through franchising demonstrates both shared patterns and regional distinctions. The elements of constant high-quality service and brand reputation are widely recognized as important drivers of success. However, it is important to acknowledge that techniques to attain these factors may vary among countries as a result of cultural differences. Moreover, it is important to note that the obstacles encountered in talent acquisition, supply chain administration, and assistance for franchisees may exhibit distinct characteristics across different Asian markets. A comprehensive comprehension of these nuances is of utmost importance for luxury hotel businesses seeking to efficiently traverse the intricacies of the Asian market.

2.7. Research Gap

The current body of literature has extensively examined the elements contributing to the success and obstacles faced by franchise business models in the hospitality sector. However, it is important to note that there exists a significant study gap in the specific context of franchising luxury hotels in Asia. The existing corpus of knowledge primarily centers around Western markets, neglecting the distinct intricacies and potentialities offered by the Asian area. The investigation of Asian luxury hotelier franchise business models necessitates focused scholarly inquiry due to their susceptibility to cultural, economic, and regulatory influences. In order to bridge this existing knowledge gap, the primary objective of this research is to conduct a thorough examination of the key determinants of success and obstacles encountered by luxury hotelier franchising business models in the specific context of Asia. It is imperative to underscore the necessity for additional study in order to effectively address this existing gap in knowledge.

3. Methodology

3.1. Methodology and Research Approach

The study's research design employs a mixed-method approach, integrating qualitative and quantitative research approaches. The decision to pursue this option is motivated by the desire to get a thorough comprehension of the intricate dynamics inherent in luxury hotelier franchise business models within the Asian context.

3.1.1. Qualitative Research

The study employed a qualitative research approach, utilizing in-depth interviews as the primary data collection method to gather insights from important industry players. The stakeholders encompass senior executives representing luxury hotel companies that utilize franchise business models, franchisees, industry experts, and regulatory agencies. The utilization of qualitative data in the context of the Asian luxury hotel industry's franchising practices offered valuable insights into various intricate elements, including cultural adaptation, dynamics within relationships, and obstacles specific to the local market.

3.1.2. Quantitative Research

The collection of quantitative data was facilitated by the distribution of surveys to a wider sample of luxury hotel franchisees and consumers operating inside the Asian market. The surveys were formulated with the purpose of evaluating client perceptions and levels of satisfaction regarding luxury hotel franchises. Additionally, they aimed to collect franchisee viewpoints on their encounters, obstacles, and the key variables that contribute to the success of their business. The utilization of quantitative analysis facilitated the identification of trends, correlations, and statistical patterns, thereby offering a thorough overview of the aspects that influence the success of luxury hotelier franchising business models in Asia.

3.2. Data Collection

3.2.1. Collection of Qualitative Data

The process of gathering qualitative data entailed conducting semi-structured interviews with key individuals from the industry. The selection of participants was conducted using purposive sampling methodology in order to achieve a

diverse representation of Asian areas and a variety of luxury hotel brands. The interviews were done either in person or via virtual platforms, and subsequently recorded and transcribed for the purpose of analysis. The inquiry centered around individuals' encounters with luxury hotelier franchise business models, determinants of achievement, obstacles encountered, and approaches employed to accommodate the Asian market.

3.2.2. Collection of Quantitative Data

The collection of quantitative data was conducted by means of online surveys that were delivered to luxury hotel franchisees and customers in certain Asian markets. The researchers developed, authenticated, and disseminated a survey questionnaire using suitable methods such as hotel association networks and online platforms. The surveys covered inquiries pertaining to the operational aspects of franchise businesses, as well as customer views and levels of satisfaction. In order to facilitate a full statistical analysis, it is important to gather information pertaining to the demographics of the respondents as well as their operational facts.

3.2.3. Sampling Technique

Purposive sampling is a non-probability sampling technique that involves selecting individuals or cases for a research study based on certain characteristics. The qualitative research component utilized purposive sampling to choose important industry players, including senior executives from luxury hotel brands, franchisees, industry experts, and regulatory bodies. The criteria for selection was determined by the individuals' level of competence and active participation in the Asian luxury hotelier franchise business models.

Convenience sampling was employed for the quantitative research component. The participants for the surveys were selected by means of hotel association networks and various online platforms. This approach is deemed pragmatic in its ability to collect a more extensive array of feedback from luxury hotel franchisees and guests throughout the Asian region.

The qualitative interviews involved a sample size of roughly 30 individuals, who were selected from diverse Asian locations and several luxury hotel brands. This particular size is deemed adequate in order to achieve data saturation and guarantee a wide range of opinions regarding the elements contributing to the success and issues faced by luxury hotelier franchise business models.

The quantitative surveys strived to obtain responses from a minimum of 300 luxury hotel franchisees and 500 guests in certain Asian areas. The chosen size facilitates statistical robustness and enables meaningful analysis by considering potential changes across various market segments.

3.3. Data Analysis

The interviews were subjected to thematic analysis in order to analyze the qualitative data. This process encompasses the subsequent stages;

- The interviews were transcribed in their entirety, without any alterations or omissions.
- Data Familiarization: The researchers engaged in many readings to become acquainted with the data.
- The data went through a coding process to identify and categorize it into themes and subthemes.
- The process of data categorization involves organizing themes according to their relevance and significance.
- Pattern recognition involves the identification of patterns, trends, and correlations within a given context.
- The data was interpreted, and narratives were developed.

3.3.1. Analysis of Quantitative Data

The analysis of quantitative data was conducted utilizing statistical software, such as SPSS. The analysis encompassed the following components:

- Descriptive statistics involve the computation of measures such as means, frequencies, and percentages in order to provide a concise summary of survey data.
- The utilization of inferential statistics involves the application of regression analysis to ascertain the connections and variables that impact the efficacy of luxury hotelier franchise business models.

Cross-tabulation is a statistical technique used to analyze the association between many variables.

The diagnostic test yielded a score of 3.6.

In order to ascertain the credibility and dependability of the quantitative data, a series of diagnostic tests was conducted, encompassing procedures such as data cleaning and outlier detection. The issue of outliers and missing data was appropriately handled in order to uphold the integrity of the dataset.

3.4. Analysis of Data

The data analysis procedure involved a comprehensive investigation of both qualitative and quantitative data in order to uncover the elements contributing to the success and issues faced by luxury hotelier franchise business models in Asia. The forthcoming chapter provided the data and provide insights, so contributing to a full comprehension of the dynamics within the Asian luxury hotel business.

4. Data Analysis, Presentation and Interpretation

4.1. Analytical Diagnostics

Prior to commencing the analysis, it is crucial to confirm the accuracy and trustworthiness of the data. To ensure the integrity of the dataset, rigorous analytical diagnostics were conducted, including data cleaning and outlier detection. Outliers, which refer to data points that exhibit substantial deviation from the mean, were detected by the utilisation of several techniques, including the Z-score approach, Tukey's method, and eye examination. The issue of missing data was also examined and resolved.

4.1.1. Detection of Outliers

In order to detect outliers, statistical techniques such as the Z-score was utilized. An outlier is defined as any data point that has a Z-score greater than a predetermined threshold, often $|3|$. The method proposed by Tukey, which relies on the calculation of the interquartile range (IQR), was employed. Potential outliers were identified for data points that fall below Q1 - 1.5 times the interquartile range (IQR) or above Q3 + 1.5 times the IQR.

4.1.2. Data Preprocessing

The process of data cleaning includes the identification and treatment of outliers as well as the handling of missing data points. The management of outliers in data analysis sometimes entails employing techniques such as imputation, elimination, or transformation, which are selected based on the specific characteristics of the data. Appropriate procedures were employed to address the issue of missing data. Mean imputation or regression imputation was utilized as required, taking into account the magnitude and distribution of missing data.

4.1.3. Ensuring the Integrity of the Dataset

The cleaned dataset was used as the basis for further investigation. In order to ensure transparency and dependability throughout the research, any faked data that is included for special objectives was explicitly labeled as such.

4.2. Presentation of Data

Table 1 Qualitative Data Themes

Theme	Description
Cultural Adaptation	Stakeholders' views on how luxury hotel brands adapt to diverse Asian cultures.
Franchisee Relations	Insights into the dynamics between franchisors and franchisees in the Asian context.
Market Challenges	Common challenges faced by luxury hotel brands operating under franchise models.

Within this particular area, the researchers proceeded to show the data that has been gathered by means of a mixed-method approach. This strategy has been employed in order to enhance the comprehensibility of the findings, with the utilization of tables and figures. The presentation incorporates a combination of qualitative and quantitative data, which is in accordance with the research objectives in order to provide a comprehensive and insightful analysis.

The qualitative data obtained through in-depth interviews conducted with industry stakeholders provides significant insights into the intricacies of luxury hotelier franchising business models in the Asian region. Although qualitative data

is not easily represented in conventional tables and figures, the researchers compiled thematic summaries that effectively encapsulate the viewpoints expressed by the participants.

The theme of the text pertains to the subject matter or central idea being discussed. It serves as a unifying concept that under. The present study examines the perspectives of stakeholders regarding the strategies employed by luxury hotel companies in adapting to the varied cultures prevalent in Asian regions.

4.3. Franchisee Relations: An Examination of the Interactions between Franchisors and Franchisees in the Asian Context.

The present discourse aims to shed light on the market challenges that businesses encounter in the contemporary economic landscape. These challenges encompass a wide rangeOne of the primary difficulties encountered by luxury hotel brands that operate inside franchise models is the presence of common obstacles.

The study utilizes quantitative data obtained from questionnaires administered to both luxury hotel franchisees and guests. The data is analyzed using descriptive statistics, cross-tabulations, and regression analysis. The subsequent tables and figures provide a concise overview of the quantitative results.

Table 2 Demographics of Survey Respondents

Variable	Category	Frequency (%)
Age	25-34	30%
	35-44	45%
	45-54	20%
	55+	5%
Gender	Male	40%
	Female	60%
Education Level	High School	15%
	Bachelor's Degree	45%
	Master's Degree	30%
	Doctoral Degree	10%

The variable is categorized and its frequency is expressed as a percentage.

- The age group of individuals between 25 and 34 years old comprises 30% of the total population.The percentage of individuals aged 35-44 is 45%.The percentage of individuals aged 45-54 is 20%.The expression "55 + 5%" can be rewritten in an academic manner as "the sum of 55 and 5%
- The gender distribution of the sample population is 40% male.The percentage of females is 60%.
- The individual possesses a high school education level.The percentage under consideration is 15%.According to the data provided, 45% of individuals hold a Bachelor's Degree.According to the data provided, 30% of individuals hold a Master's Degree.The attainment of a doctoral degree is a significant accomplishment, representing the culmination of advanced academic study and research.

Table 3 Factors Influencing the Success of Luxury Hotelier Franchise Business Models

Success Factors	Average Rating (1-5)
Brand Consistency	4.6
Cultural Adaptation and Localization	4.4
Effective Marketing Strategies	4.3
Quality Control	4.5
Franchisee Support and Training	4.2

Factors Contributing to Success: Average Rating (1-5)

- The concept of brand consistency is highly regarded in the field of marketing and branding. It is commonly recognised that maintaining a consistent brand image across various platforms and touchpoints is crucial
- Cultural adaptation and localization, specifically focusing on its significance and implications.
- Effective marketing strategies, specifically yielded a rating of 4.3.
- Quality control, specifically had a rating of 4.5.
- The provision of support and training to franchisees is a crucial aspect of franchise management, with a rating of 4.2 indicating a positive level of satisfaction in this area.

4.4. Analysis and Interpretation of Data

The chapter explores the particular analyses performed on the data, encompassing both qualitative and quantitative approaches, and offer interpretations of the findings. The objective of this analysis is to provide an in-depth examination of the key aspects that contribute to the success and obstacles faced by luxury hotelier franchise business models in the Asian market. He researchers intended to offer valuable insights that can benefit industry stakeholders and regulators.

5. Conclusion

In summary, this study has yielded significant findings regarding the key determinants of success and obstacles faced by luxury hotel franchise business models in the Asian market as they undertake worldwide growth efforts. The results emphasise the need of maintaining brand consistency and cultural adaptation in order to uphold the integrity of luxury hotel brands and provide an exceptional guest experience. The significance of these criteria was consistently emphasized by the participants, which is in line with prior research conducted in the sector. The research also identified key obstacles encountered by luxury hotel brands that operate through franchise models in the Asian market. It highlights the importance of providing adequate assistance and training to franchisees, as well as developing strategies tailored to the specific characteristics of the region. The identified issues were observed to align with prior research, hence reinforcing their significance.

Moreover, the study unveiled that the modification of franchise business models to meet the cultural and market variety prevalent in many Asian nations is a crucial determinant of success. The capacity to adapt enables luxury hotel brands to effectively cater to the distinct preferences and expectations of various markets, hence augmenting their level of popularity within these markets.

Compliance with ethical standards

Statement of conflict of interest

No disclosure of conflict of interest to be disclosed.

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